

Message Text

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61-60

ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 COME-00 CIAE-00 INR-07 NSAE-00

MMO-04 ABF-01 /032 W

----- 066336

R 141300Z APR 76

FM AMEMBASSY COPENHAGEN

TO SECSTATE WASHDC 2503

UNCLAS COPENHAGEN 1245

E.O. 11652: N/A

TAGS: BEXP, DA

SUBJECT: CCP 78 DENMARK, PRELIMINARY INPUT

REF: A) STATE 54879; B) STATE A-7369, DATED 12/10/75.

AS REQUESTED BY REFTTEL, THE EMBASSY PRESENTS BELOW ITS RECOMMENDATIONS FOR CAMPAIGN AND NON-CAMPAIGN ACTIVITIES IN FY 76. ALSO INCLUDED IS AN ESTIMATE OF PERSONNEL AND FINANCIAL RESOURCES.

1. CAMPAIGNS:

CAMPAIGN NO. 1, PRIORITY RANKING NO. 3: POLLUTION CONTROL EQUIPMENT. THIS CAMPAIGN WILL BE CONTINUED FROM CCP 77. DENMARK HAS ENACTED STRONG LEGISLATION ON ENVIRONMENTAL PROTECTION, AND HAS ESTABLISHED GOVERNMENT AGENCIES TO ENFORCE IT. DURING 1974-84, AN ESTIMATED 1.6 BILLION DOLLARS WILL BE SPENT ON ENVIRONMENTAL PROTECTION EQUIPMENT.

CAMPAIGN NO. 2, PRIORITY RANKING NO. 4: ENERGY SYSTEMS. GOVERNMENT PROGRAMS FOR ENERGY SAVINGS, PLANNED EXPANSIONS OF POWER PRODUCTION FACILITIES, AND OIL DRILLING ACTIVITIES OFF THE GREENLAND COAST OFFER EXCELLENT POTENTIAL FOR U.S. EQUIPMENT IN THIS CATEGORY.

CAMPAIGN NO. 3, PRIORITY RANKING NO. 5: ELECTRONIC INDUSTRY PRODUCTION AND TEST EQUIPMENT. THE DANISH ELECTRONICS INDUSTRY EXPECTS A MAJOR UPSWING DURING THE LATE 1970'S, WITH CONSEQUENT NEED FOR MODERNIZATION AND RATIONALIZATION. U.S. EQUIPMENT HAS EXCELLENT POTENTIAL

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BECAUSE OF ITS ADVANCED TECHNOLOGY.

CAMPAIGN NO. 4, PRIORITY RANKING NO. 6: SECURITY AND SAFETY EQUIPMENT. THERE IS A GROWING CONCERN IN DENMARK OVER SECURITY AND SAFETY, BOTH IN GOVERNMENT AND INDUSTRY. OF SPECIAL INTEREST ARE CONTROL SYSTEMS FOR MAJOR DATA PROCESSING CENTERS, AND FOR INDUSTRIES INVOLVED IN THE PRODUCTION OF SENSITIVE EQUIPMENT. THE MARKET IS EXPECTED TO UNDERGO MAJOR EXPANSION DURING THE NEXT FEW YEARS.

2. NON-CAMPAIGN ACTIVITIES:

PRIORITY RANKING NO. 1: FOOD PROCESSING AND PACKAGING EQUIPMENT. THIS CATEGORY WILL BE CONTINUED AS A SPECIAL PROJECT, AS IT IS IN THE CCP 77. THE FOOD INDUSTRY IS DENMARK'S MOST IMPORTANT EXPORT INDUSTRY AND IN VIEW OF ITS NEED TO REMAIN COMPETITIVE IT WILL CONTINUE TO BE A MAJOR PURCHASER OF PROCESSING AND PACKAGING EQUIPMENT. THIS PRODUCT CATEGORY, THEREFORE, SHOULD BE CONTINUED AS THE HIGHEST PRIORITY ACTIVITY.

PRIORITY RANKING NO. 2: COMPUTERS AND RELATED EQUIPMENT. THIS MARKET IS EXPECTED TO REACH ABOUT 85 MILLION DOLLARS IN 1978. AS THIS IS ONE OF THE FASTEST DEVELOPING PRODUCT CATEGORIES, WITH THE UNITED STATES THE LEADING SUPPLIER, WE HAVE ASSIGNED THIS AS A SPECIAL PROJECT WITH NO. 2 PRIORITY. A MARKET STUDY FOR EDP EQUIPMENT IS PRESENTLY BEING PREPARED BY THE EMBASSY.

PAIROTIIH RANKING NO. 7: MAJOR PUBLIC WORKS PROJECTS. DANISH AND SWEDISH GOVERNMENTS HAVE TENTATIVE PLANS FOR A JOINT PROJECT, WHICH INCLUDES THE CONSTRUCTION OF A NEW INTERNATIONAL AIRPORT OUTSIDE COPENHAGEN, A BRIDGE/TUNNEL CONNECTING THE NEW AIRPORT WITH THE COASTS OF DENMARK AND SWEDEN, AND A RAILWAY TUNNEL BETWEEN THE CITIES OF HELSINGOR AND HELSINGBORG. IN ADDITION, THE DANISH GOVERNMENT IS PRESENTLY CONSIDERING PLANS TO CONSTRUCT A BRIDGE ACROSS THE GREAT BELT, CONNECTING THE ISLANDS OF ZEALAND AND FUNEN. THE EMBASSY WILL FOLLOW THESE PROJECTS CLOSELY, AND REPORT AS DEVELOPMENTS OCCUR.

PRIORITY RANKING NO. 8: CONSUMER GOODS. AN EXPECTED ECONOMIC UPSWING IN 1977-78 COULD BRING A NOTABLE INCREASE IN CONSUMER SPENDING POWER. CERTAIN U.S. CONSUMER PRODUCTS HAVE EXCELLENT APPEAL ON THE DANISH MARKET, I.E. LEISURE WEAR AND THE FULL RANGE OF SUPERMARKET GOODS.

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EMBASSY WILL, AS TIME AND MARKET CHARACTERISTICS PERMIT, FOCUS ON THIS PRODUCT CATEGORY, WILL EXPAND CONTACTS WITH MAJOR BUYERS, AND WILL CONTINUE PROMOTIONS OF DANISH ATTENDANCE TO U.S. TRADE FAIRS, ETC.

PRIORITY RANKING NO. 9: AVIONICS AND GROUND SUUPORT EQUIPMENT. THIS PRODUCT CATEGORY, WHICH WAS PROMOTED IN CCP 77 AS A CAMPAIGN ACTIVITY, STILL WARRANTS MAJOR ATTENTION BECAUSE OF THE NEEDS FOR EQUIPMENT FOR THE

POSSIBLE NEW COPENHAGEN INTERNATIONAL AIRPORT (SEE
PRIORITY NO. 7 ABOVE). EMBASSY WILL WORK WITH END-USERS AND
LOCAL AGENTS TO PROMOTE TO THE MAXIMUM EXTENT THE SALES OF
U.S. GOODS.

3. PERSONNEL RESOURCES:

FOLLOWING FIGURES FOLLOW THE SAMPLE DRAFT, REF. B, TABLE II A.
PERCENT TOTAL HAS BEEN OMITTED.

TOTAL RESOURCES UTILIZED: (MAN-DAYS)

FSO/R	FSO/P	FSO	FSL/P	FSS	FSL/C	FSS	FSL/C
162	322	108	214	0	209	21	139

4. FINANCIAL RESOURCES:

FOLLOWING FIGURES FOLLOW THE SAMPLE DRAFT, REF B, TABLE II B.
PERCENT TOTAL HAS BEEN LEFT OUT.

TOTAL RESOURCES UTILIZED: (DOLLARS)

TRAVEL	REP	CON	MISC	TRAVEL	REP	CON	MISC.
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SER	SER
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2000	600	100	600	1700	600	900	5000
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FOR READY REFERENCE THE CAMPAIGN AND NON-CAMPAIGN

ACTIVITIES ARE LISTED BELOW BY PRIORITY:

PRIORITY NO.	DESCRIPTION
1 NON-CAMPAIGN	FOOD PROCESSING AND PACKAGING EQUIPMENT
2 NON-CAMPAIGN	COMPUTERS AND RELATED EQUIPMENT
3 CAMPAIGN NO. 1	POLLUTION CONTROL EQUIPMENT
4 CAMPAIGN NO. 2	ENERGY SYSTEMS
5 CAMPAIGN NO. 3	ELECTRONIC INDUSTRY PRODUCTION AND TEST EQUIPMENT
6 CAMPAIGN NO. 4	SECURITY AND SAFETY EQUIPMENT
7 NON-CAMPAIGN	MAJOR PUBLIC WORKS PROJECTS
8 NON-CAMPAIGN	CONSUMER GOODS
9 NON-CAMPAIGN	AVIONICS AND GROUND SUPPORT EQUIPMENT.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 14 APR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976COPENH01245
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760142-0478
From: COPENHAGEN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760464/aaaaccae.tel
Line Count: 154
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 54879, 76 STATE A-7369
Review Action: RELEASED, APPROVED
Review Authority: oatisao
Review Comment: n/a
Review Content Flags:
Review Date: 29 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <29 JUN 2004 by SilvaL0>; APPROVED <01 SEP 2004 by oatisao>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: CCP 78 DENMARK, PRELIMINARY INPUT
TAGS: BEXP, DA
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006